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## What is claimed is:

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- 1. A method of selecting one of a plurality of print settings for printing a document comprising: determining at least one content characteristic of the document; identifying from the plurality of print settings an optimum print setting that is best suited for the content characteristic;
  - utilizing the optimum print setting to print the document.
- 2. The method of printing of claim 1, wherein the step of determining at least one content characteristic further comprises the steps of: counting a number of pages in the document; if the number of pages is less than or equal to a threshold, then selecting a first print setting; and if the number of pages is greater than the threshold, then selecting a second print setting.
- 3. The method of printing of claim 1, wherein the step of determining at least one content characteristic further comprises the steps of: determining an amount of text data in the document; and selecting the optimum print setting based on the amount of text data.
- 4. The method of printing of claim 1, wherein the step of determining at least one content characteristic further comprises the steps of: determining an amount of image data in the document; and selecting the optimum print setting based on the amount of image data.
- 5. The method of printing of claim 1, wherein the step of determining at least one content characteristic further comprises the steps of: comparing an amount of text data in the document and an amount of image data in the document; and

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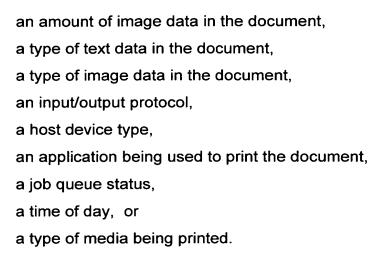
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selecting the optimum print setting based on the amount of text data as compared to the amount of image data in the document.

- 6. The method of printing of claim 1, wherein the step of determining at least one content characteristic further comprises the steps of: determining a type of text data in the document; and selecting the optimum print setting based on the type of text data.
- 7. The method of printing of claim 1, wherein the step of determining at least one content characteristic further comprises the steps of: determining a type of image data in the document; and selecting the optimum print setting based on the type of image data.
- 8. A method of selecting one of a plurality of print settings for printing a document in response to a print request comprising the steps of: gathering data relating to prior print setting selections; comparing the prior print setting selection data to at least one characteristic of the print request; identifying an optimum print setting for the print request; and utilizing the optimum print setting to print the document.
- 9. A method of selecting one of a plurality of print settings for printing a document in response to a print request comprising the steps of: analyzing a plurality of characteristics relating to the print request; identifying from the plurality of print settings an optimum print setting that is best suited for the plurality of characteristics; and utilizing the optimum print setting to print the document.
  - 10. The method of claim 9, wherein the step of analyzing a plurality of characteristics further comprises the step of analyzing at least: a number of pages in the document, an amount of text data in the document,



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11. The method of claim 9, wherein the step of analyzing a plurality of characteristics further comprises the steps of:

gathering data relating to prior print setting selections; and analyzing the prior print setting selection data to identify the optimum print setting.

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12. The method of claim 9, wherein the step of analyzing a plurality of characteristics further comprises the step of requesting a user to input at least one preferred print setting for at least one category of print requests.

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13. The method of claim 9, further comprising the step of weighting each of the plurality of characteristics according to at least one factor.

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14. A method of selecting one of a plurality of print settings for printing a document comprising the steps of:

requesting a user to input at least one user preference:

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and

requesting a user to input at least one user preference; utilizing the user preference to identify from the plurality of print settings an optimum print setting that is best suited for the user preference;

utilizing the optimum print setting to print the document.

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and

- 15. The method of claim 14, wherein the user preference is related to a choice that balances print quality and print speed.
- 16. A computer program product for selecting one of a plurality of print settings for printing a document comprising:

  code that determines at least one content characteristic of the document;

  code that identifies from the plurality of print settings an optimum print setting that is best suited for the content characteristic;
  - code that utilizes the optimum print setting to print the document.
  - 1. A computer program product for selecting one of a plurality of print settings for printing a document in response to a print request comprising:
    - code that analyzes a plurality of characteristics relating to the print request;
    - code that identifies from the plurality of print settings an optimum print setting that is best suited for the plurality of characteristics; and
    - code that utilizes the optimum print setting to print the document.